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AUGUST 2017 #124 FREE

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Feel the Beat of
"Natsu Matsuri"
Japanese Summer Festivals

—Traditions, Trends and Ways to Enjoy



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The theme of the cover is Natsu Matsuri (summer festival). During July and August, festivals and events take place every week nationwide in Japan. In this issue, we introduce Japan's traditional native culture. But have been observed for centuries.

02 **FEATURE** **Feel the Beat of "Natsu Matsuri" Japanese Summer Festivals**

Full of energy, natsu matsuri in Japan have the power to excite people. We invite you to the world of natsu matsuri by introducing its history, styles, and variations. We also share ideas to bring a natsu matsuri essence to your party.

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FEEL THE BEAT OF "NATSU MATSURI" --TRADITIONS, TRENDS AND WAYS TO ENJOY

© Naotaka Nakano, ARTS

Matsuri (festivals) are held all year round throughout Japan, but summer is definitely the high season. There are many natsu matsuri ("natsu" means summer and "matsuri" means festival) taking place on both large and small scales every week during July and August. Hot summer nights are nice for going out, but there are more reasons why Japanese people enjoy matsuri during the summer.

CULTURAL SIGNIFICANCE OF NATSU MATSURI

Each region in Japan has its own style of natsu matsuri, which is deeply rooted in its local history, climate and culture. Although each one is unique, there are some commonalities. Most natsu matsuri are closely related to o-bon, a Buddhist custom to honor the spirits of one's ancestors. During the o-bon period, usually the three days around August 15, people visit their ancestors' tombs, offer food to them, and light fires to welcome the spirits. People customarily put a "mō-ban-bi" (welcome fire that guides spirits in finding their homes) on August 13th, and "okuri-bi" (farewell fire that guides spirits back to the after-world) on August 15th. Therefore, many natsu matsuri held around that time are affiliated with lanterns, bonfire, and fireworks that can be said to be different forms of mō-ban-bi and okuri-bi. Also, natsu matsuri almost always have dance performances, which are a natural representation of bon-odori, a bon dance for the deceased.

Another custom that is associated with natsu matsuri are harvests. The harvest season comes at the end of summer, and at this time people celebrate the good harvest and express gratitude to nature and to the God of harvest. This is why Japanese matsuri, not only natsu matsuri but is general, often take place around Jingu (Shinto shrine). In fact, Jingu traditionally played a central role in the community as they were people gathered for all events. Even today when town's physical contact have been moved somewhere else due to modern town planning, volleyball events and traditional festivals are held in the Jingu precinct and its surrounding roads leading to the main building.

Whether associated with o-bon or harvest, all natsu matsuri have accompanying music called o-hayashi. Although the tunes, rhythms and chants vary from region to region, natsu matsuri music always features taiko (drums) and fue (flute). The powerful taiko sound must only convenient to keep the attention of participants, but it is also believed to be able to communicate with deities.

People also enjoy community gatherings during the hot summer. They are different from traditional natsu matsuri that are associated with religion and folklore. These gatherings, often on a much smaller scale, are organized by the local chambers of commerce and municipal offices for the sake of boosting the economy. All the natsu matsuri elements, such as a yagoda (a performance tower) as a main stage, o-hayashi, lanterns, and matsuri food are there to entertain local people and even welcome visitors from the outside community.

shrine) and parade the Fukagawa district with chants of "wissho! wissho!" to show *Edoko* (people of Edo) spirit. Among the 120 mikoshi, 54 are large ones which naturally require more people to carry them. 54 sets of large mikoshi and larger groups of mikoshi bearers parade consecutively, and this is the highlight of the Fukagawa Matsuri. Another exciting aspect of the energetic matsuri is that spectators can splash water onto the bearers, uniting participants and observers. It is one of the three big matsuri that have continued since the Edo Period. The other two are Kanda Matsuri held in May and Soma Matsuri in June.

Gujo Odori (Gifu Prefecture)

Gujo Hachiman City is a castle town deep in the mountains of the central part of Japan. The bon-odori is the origin, which takes place for 30 nights starting in mid-July and continues through the beginning of September, is known as the longest running bon-odori in Japan. It has a rather unique history for Japanese bon-odori. About 400 years ago during the time of feudalism, the lord of Gujo gathered various bon-odori from the region and encouraged his people to enjoy bon-odori together regardless of their different rankings. This generous policy was the origin of today's Gujo Odori, where anyone can join in the odori and dance together in one circle. Although the Gujo Odori takes place for 33 nights, its highlights are the nights from August 13-16 during the o-bon period when people dance all night.

Gion Matsuri and Gion no Okuri-bi (Kyoto)

With many historical destinations and cultural events, Kyoto attracts many tourists all-year round. During the summer, Kyoto observes two big matsuri: Gion Matsuri and Gion no Okuri-bi, each of which has distinct features.



Gion Matsuri is a series of ritualistic events taking place Yasaka Jinja, one of Kyoto's major shrines located in the northern part of the Gion district. It is held during the whole month of July, but some of the highlights are Yoiyama held from July 14-16 and 21-23, and two Yamaboko floats parades held on the 17th and 24th. During these events, people can watch artistically adorned/beautiful floats displayed through the district of Gion and accompanied by people in traditional outfits. It is a gorgeous matsuri to watch today, but it originally started for prayer purposes. In the 8th century when Kyoto suffered from chronic disease, Yasaka Jinja held ritual events to calm the evil spirits of the deceased who died for unexpected reasons. In those days, all misfortunes were caused by evil spirits so those rituals were very common. These ritualistic events were developed into today's Gion Matsuri over time, where gorgeous appearance is often described as a "moving museum."

Gion no Okuri-bi, also known as Daimaru-yaki, is an upscale version of the okuri-bi during the o-bon period. On August 16th, five mountains surrounding Kyoto

are lit one by one at 5 minute intervals per lighting, starting at 8 pm, and the purpose is to bid farewell to one's ancestors. The shape of the bon fire on each mountain represents a different family character, and people can enjoy the panoramic view of the spiritual moment.

Teraji Matsuri (Osaka)

Teraji Matsuri (generally refers to an exorcist (hiir) held at Tenmangu shrines that embrace Sugawara no Michizane, an influential scholar, poet and politician from the late 9th century. Teraji Matsuri are held throughout Japan, but a series of events around Osaka Tenmangu is the biggest. From late June to July 25th, there are ritualistic ceremonies, events and parades that take place in the districts around Osaka Tenmangu. The matsuri culminates in the main event on July 25th, where Go-horo (the sacred float that embraces the spirit of Michizane) and its accompaniments are carried through the city and come back to Tenmangu to pray for people's peaceful and healthy lives. On this day, there are fireworks shot over the river while the Go-horo troupe is on the river, giving it the nickname, "Matsuri of Fire and Water." People in Osaka are famous for being cheerful, and they become even more cheerful during the Teraji Matsuri's finale.

Awa Odori (Tokushima Prefecture)

Originating in the former Awa region (current Tokushima Prefecture) in 400 years ago, Awa Odori is a type of bon-odori. It is an energetic and rhythmic group dance that is accompanied by lively o-hayashi festival music. Each dance group has its own style, but all follow the basic features of Awa Odori. It is considered to be derived from a type of *nenbuto odori* (a dance while chanting prayers). It's also unique in the way that Awa Odori has separate men's dances and women's dances. The Awa Odori culture spread nationwide, and today it is enjoyed in many places including Tokyo's Kojiki district. While the Awa Odori event in Tokushima City attracts 1.3 million of visitors, the one in Kojiki attracts 1 million.

Yosakoi Matsuri (Kochi Prefecture)

Compared to Tokushima's Awa Odori, the Yosakoi Matsuri in neighboring Kochi Prefecture is fairly modern. Inaugurated in the 1950s, Yosakoi Matsuri refers to a collection of Yosakoi dance performances taking place on several stages and streets in Kochi City. Equally energetic as Awa Odori, Yosakoi dance is a group dance with a rather free form, but the requirements are choreography willing forward and clapping *tsurika* (a type of castanets), but everything else is quite open. Due to its free form, Yosakoi dance also spread nationwide, and the Yosakoi Matsuri in Kochi City grew into an event that attracts 1 million of visitors.



EN'NICH! STYLE COMMUNITY FESTIVALS AND EVENTS

While large-scale natsu matsuri attract tens of thousands of people and even millions, smaller scale community events are also the heart of Japan's natsu matsuri. These community natsu matsuri usually take an ichi (great fair) style and are easy to access. Many of them are still associated with a-bon and harvest, but people simply enjoy getting together with other people in the community and cooling down on a summer night.

Whatever the origin is, there are some items and things that natsu matsuri cannot go without—music with taiko drumming and hie (hie), activities like *dogei saku* (gold fish races), *yoyo saku* (yoyo races), *seisuge* (loop throwing) and *akatsuki* (throwing game), and yatai food vendors selling takoyaki (octopus pancakes ball), yakisoba (stir-fried noodles), yakitori (grilled chicken skewers), okonomiyaki (pancakes), *uwai-uwai* (cotton candy), *mosu saki*, beer and more. People often wear yukata (jassai kimono made of cotton) to boost the natsu mood. Actually, wearing yukata in matsumi is making a come back. The custom was once outdated but these past 10-15 years, yukata culture has been booming again. Particularly younger generations have begun to consider traditional things

cool and re-establish the retrospective value. So, today, the traditional natsu matsuri items are cooler than ever.

HOW TO ENJOY NATSU MATSURI IN NEW YORK

In New York, there are only a handful of natsu matsuri held by communities and schools, but not many enough for everyone. If you belong to a Japanese school or daycare, you can enjoy the one held by the school. But if not, you may try the annual Natsu Matsuri hosted by Mitsuba Marketplaces in New Jersey on August 12th. They will have matsuri music and performances as well as refresh style vendors and games. Also, you might want to visit Japan Fest in the East Village on August 27th which offers Japanese foods and items.

Even if you cannot find a proper event, you can throw your own natsu matsuri party. Just wear a yukata and some of the accessories indicated below, serve matsuri foods like takoyaki and yakisoba as well as drinks like *mosu* and ice cold Japanese beer. If you can find an outside table at dusk, that's perfect. But the most important thing for natsu matsuri is a cheerful mood that makes you forget about the summer heat.

ITEMS THAT INCREASE A NATSU MATSURI MOOD



Yukata is a Japanese traditional outfit made of cotton. Its shape is the same as kimono, but it's much more casual because it's more specifically used for taking a bath. You need wear it with tabi to be the yukata style. But again, the idea for yukata is much easier to be than kimono so that it's usually double the size and requires some other things to be.

Yukata and obi for yukata are available in The Japanese Storehouse (thekimonoexchange.com) (www.japaneseexchange.com) and Amazon.com.



You need **geta** or **tabi** to complete the traditional matsumi look. It's a pair of thong style sandals, so if you cannot get it, you can always substitute with flip-flops for it.



A simple yet very effective tool is an **abukawa** fan. If it is made by natural wooden slats and is made of paper, it is not chosen for power. People enjoy hot weather, sweat, and then wind with yukata to cool down—this is a typical enjoyment of natsu matsumi. Also, people usually enjoy the yukata in the heat of the day such as the back during natsu matsumi.



Similar to yukata, **happi** (Japanese cotton dress) is also popular. People not only enjoy happi but also use it as a yukata. The common things particular to natsu matsumi is some other things like-up small dots.



One of the best ways to enjoy natsu matsumi is beer. To be more specific, it's better to have a glass of beer to be the best way to enjoy natsu matsumi. A glass of beer is perfectly in line with natsu matsumi's tradition and taste.

Essential Summer Sounds: Taiko Drums



"There is a God inside," says Hira Kuroshima, as he gestures toward one of the sizeable Japanese drums—taiko—in his studio in South Williamsburg, Brooklyn. For 15 years, Master Kuroshima has been showcasing the divine resonance of taiko drumming to the public, and it is a fixture at annual Japanese events like cherry blossom festivals and this month's *misu matsuri* at Mitsuya Marketplace. His troupe—**Taiko Muzia**—is your best chance to experience taiko's thunderous rhythms, as they hit your ears and reverberate through your body.

According to Master Kuroshima, the origin of *misu matsuri* goes back centuries, and that *misu* (festival) comes from the word "misuzu" (to enliven). While every town in Japan followed its own unique traditions (Kuroshima practices Suwa-style taiko drumming, for example), often *misu* was celebrated and thanked the gods for a successful harvest. Taiko are perhaps the most essential part of almost all festivals, as they not only accompany music, dancing, singing, and *onkishi* (shrine) processions, but also are featured on their own. When played as an ensemble, the fusion of multiple taiko beats is nothing short of extraordinary.

The basic construction of the taiko is almost always the same: A central barrel / chamber is

constructed with wood; animal hide (typically cowhide) is stretched across the circular openings on both sides, and then secured with nails, rope, or wrought metal. Most commonly, you'll see several sizes, including the handheld *ko-doko* (small taiko), the leg-stand *chu-doko* (medium taiko), and giant *o-doko* (big taiko), each producing a distinct pitch. To provide a rich variety of sound, at least three taiko are used during performances.

As I approached the taiko at Kuroshima's studio, I unexpectedly felt intimidated—as though I was facing a sparring opponent in the ring. And as I mistook a shamefully diminutive beat, despite putting all my might into it, I realized that playing the taiko is not as intuitive as one might expect. The Master immediately corrected my posture—your legs need to be shoulder length apart, knees loose, back straight, and core activated. When striking taiko, just trying to muscle it does not create the deep, booming sound you are looking for. The actual strike comes through the forearm, wrist and hand—a well-timed snap, like in Karate. And once that it correctly, it was immediately obvious in the air. The sound is rich, booming, and electric. And the feeling of connecting to the taiko feels meaningful, almost unearthly.

—Reported by Moby Nakamichi



The moment you hold the taiko sticks in your hands, you start feeling the responsibility of playing with gods.



The green mean central swing is called *hiki*. And the resulting sound is an embarrassingly weak.



The Master shows the proper stroke. Start with the wrist (and) legs when the hand and elbows join rise.



Concentrate all your energy into the last moment, much like a karate punch. But it's not—*and that's it*.



For those who are interested in taiko Muzia performance, or to discuss and workshop make sure you look at the Taiko Muzia website www.taikomuzia.com.



Summer Festival & Yukata Photo Contest August 27th (Sun) 10am-6pm

LOCATION: East Village
4th Ave. (bet. 9th & 10th Aves.)

ADMISSION: **FREE**

Come and enjoy this year's JAPAN Fes. in the East Village featuring a wide range of great Japanese food, arts, crafts, services, cool performances and awesome Japanese products. There will be over 30 exhibitors and JAPAN Fes. is fun for all ages, so please bring your family and friends to celebrate Japanese cultural in the East Village all day long!

Yukata Photo Contest!

Wear a yukata to the event and get a

free
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Stop by the booth presented by **CHOPSTICKS NY**

Chopsticks NY will exhibit some Japanese products and services at their booth! And the back numbers of the magazine will be also available for you to pick up.

Featured Companies

Thés du Japon

Thés du Japon is a Japanese tea specialty online shop based in Japan. They offer a large selection of rare teas from single estates, produced in very limited quantities, selected by Florent Wriguie the first French certified Japanese Tea Instructor in Japan.

Sobaya

Authentic Japanese Soba (buckwheat) noodles in New York, milled by Kamishima gristmill in Azumino Nagano, Japan. Home-made broth, created with distinguishing ingredients, pairs very well with the chewy textured Soba noodles savory and fulfilling all the way down. A variety of appetizers are available.



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Japan Fest. 8/27 (Sun)

East Village

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1. Uncooked dumpling



2. Steaming for 15 min



3. Tasting the soup with straw



4. Tasting the filling with spoon

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All Things New from Stores, Products to Events

BEAUTY

Express Haircut for the Cost of Lunch

A clean, well-groomed look is a necessity for business people today. But at the same time, the harder you work, the more difficult it is to find time for a haircut. Now that problem is solved thanks to OB House, an express haircut service salon from Japan. It offers a simplified hair service: a haircut in 10-20 minutes for \$20 (plus tip). There is no shampooing, treatment, hair drying, coloring, or perm, but this is one of the strategies that makes their service faster. "We provide our service by focusing on only what customers aren't able to do themselves, which is cutting their own hair," explains Mr. Ryō Furuya, President of OB House USA, Inc. They also train their hair stylists to be more efficient. "Our stylists cut 3-4 times more customers' hair than those in regular hair salons, so they have much more experience on cutting hair," says Mr. Junya Kono, chief instructor at OB House. Another of their unique and signature services is their special vacuum that can suck up excess hair left on customers' heads, necks, faces and clothes, while most other hair salons just blow the hair away. Fast, cheap and clean, you can freshen yourself up at OB House during your lunch break (and still have time to grab lunch at a nearby).



OB House is a fast haircut service in Japan. In 2009, the unique business model of OB House attracted many Japanese business people and quickly spread nationwide. Today, it has 560 locations in Japan and 110 in other Asian countries.



The signal with three lights set code OB House indicates how long you will need to wait before getting in line.

OB House: 917 E. 42nd St., 2nd (between 3rd Ave.) New York, NY 10017 | Walk-ins only | www.obhouseusa.com

DRINK

New Summer Flavor for Sangria's Chu-Hi

Those who have ever dined at *sakeya* (Japanese pubs) must have come across one drink item on the menu, Chu-Hi (pronounced "chow-hi"). It is a hugely popular Japanese alcoholic beverage whose name comes from "Shochu Highball", signifying the concoction is a combination of shochu (Japanese distilled alcohol) and sparkling drink. Sangria's Chu-Hi, a shochu based canned cocktail with fruit flavors, has been well-liked in Japan for decades, and the company introduced Chu-Hi Grapefruit to the U.S. market last year. Perfect for this hot season, Sangria just released the second flavor, Chu-Hi White Grape. While their Chu-Hi Grapefruit has a citrus characteristic, Chu-Hi White Grape delivers a perfect balance of sweetness and refreshing carbonation. They use Chardonnay grapes from Italy, which captures the essence of the grape flavor perfectly in their Chu-Hi. Its bubbly and refreshing characteristics make it a great drink to enjoy with any meal as well as on its own. Sangria brand is also known for offering innovative beverages like Panace, Cider, and Green Soda.



Info: www.sangria.com

BOOK

The Mermaid, Okinawa and Its Aquatic Paradise in Children's Book

Japan's tropical island Okinawa attracts many tourists worldwide for its beautiful and relaxed environment and healthy lifestyle. Inspired by her trips to the paradise island, Jan Brett, renowned children's book author, composed a picture book, *The Mermaid*, starring an innocent and mischievous mermaid and one octopus family with three adorable babies. The underwater world in Okinawa's coral shore is depicted in extremely detailed watercolor pictures, vividly telling a day in the life story.

With over 40 million books in print, Brett's body of work is filled with her love of nature and support of conservation. As a member of the National Audubon Society, The Wildlife Trust, and more, she conducted extensive researches on flora, fauna, and local cultures to create each book. *The Mermaid* is scheduled to be released on August 22nd from Putnam.



Info: www.putnamchildrensbooks.com

Japanese Restaurant Review

E. A. K. Ramen

NAOKI

The East Sake Bar

Mixology Lab

Kagatobi Sakejito
by Yoshiko Sakuma, Rabbit House

"WA" Cooking

Cold Beef Shabu Shabu Salad

Listing

Japanese Restaurant

E.A.K. Ramen

450 6th Ave., 2nd Fl. 10th St. | New York, NY 10011

Tel: 548-883-2527 | www.eakaramen.com

Mon-Thurs & Sun 11:30 am-2pm Fri & Sat 11:30 am-3pm 5:30 pm-1 am

NEW!



Greenwich Village is home to many Japanese restaurants, and it just welcomed its first "take" style ramen spot this May. E.A.K. Ramen (a play on the ramen style, "take"), originated in Yokohama, which is known for rich pork and soy sauce base soup and thick noodles) is serving up deliciously bold and innovative items. The house favorite, *The E.A.K.*, features super thick noodles, whose distinguished body goes great with hearty broth, succulent pork, melting egg and crunchy spinach. Enjoy its powerful flavor and umami which intertwine in your mouth with every bite. The more powerful version: *Shibui Bunsin*, takes the house ramen recipe and kicks it up a notch with roasted garlic oil and butter stimulating your nose and palate. E.A.K.'s appetizers are prepared in playful ways, too. For example, each *Homemade Ginger Gyozu* dumpling is served linked together with a paper-thin, crispy crepe web. This style is commonly called *hori-hori* (literally meaning "with wing") in Japan, adding extra excitement to the dumplings. *E.A.K. Fried Rice* is prepared right at your table—White rice is brought on an extremely hot pan, where garnish and egg is quickly added and whipped together. E.A.K. also offers a good selection of alcoholic drinks that pair well with their full-bodied dishes. Vegan/vegetarian options are also available.



Homemade Ginger Gyozu served on unique "hori-hori" style thin crepe web and hot



The new atmosphere of E.A.K. is perfect for both casual outings and exciting dinners.



E.A.K. Fried Rice is prepared fresh at your table on a piping hot pan

3 Best Sellers

- The E.A.K.
- E.A.K. Fried Rice
- Homemade Ginger Gyozu

\$13

\$5

\$5

NAOKI

211 W. 17th St., 2nd, 8th & 9th Aves | New York, NY 10011
 Tel: 855-642-0280 | www.naoki.com
 Mon-Fri 6-7 pm, Sat & Sun 12 pm-4 pm, 6-7 pm

NEW!

We find this cozy, hidden restaurant a few steps down from 17th Street in the commercially thriving Chelsea neighborhood. **NAOKI**, which opened this July, serves elegant yet modern/modern Japanese cuisine that awakens your eyes, palate and stomach. It is highly recommended to try the signature **\$80 Teating Course**. It starts with **Hanakago**, an assortment of 8 small appetizers in a basket, then moves on to the **Garden Salad** with Sesame Dressing, **Assorted Seasonal Shashimi**, and your choice of entree, and the course is completed with an assortment of sushi. Directing the course is Chef Jiro Ito, formerly of Aburahi Kinnosuke and Saito + Chikara, and under his guidance you can savor hearty and umami-rich, umami-rich dishes such as the **Sukiyaki** prepared at your table and the **Grilled Nitor Cori** with **Shoyu Miso Sauce**. The dining room is divided into three areas, a counter table in the front, an L-shaped dining room that wraps around a glass-enclosed *ai hana* Japanese garden with **Nubori-Skip** screens, and a private area for six guests that faces into

a garden so you can enjoy the beauty of nature. At **NAOKI**, you can immerse yourself in a serene Japanese environment while savoring satisfying dishes and being just a few steps from the bustling street.



The meticulously prepared **Assorted Seasonal Shashimi** is the **Teating Course**.



UMAMI Sesame Frying: locally sourced pork is coated in a mix of fluffy and sweet cotton candy. Served with **matcha** butter sauce.



Desserts are crafted in a creative way. **Garden Mochi** Dressing is a nod to a 3-tier garden.



The tranquility of the *ai hana* Japanese garden radiates across walls.

The East Sake Bar

42nd St., Hotel Standard 15 (bet. 36th Ave & Broadway)
 New York, NY 10001 | Tel: 212-963-1580
 Mon-Sat, 5pm-2am, Sun 5pm-1am

NEW!

The newly renovated **Hotel Standard** in bustling **Koreatown** is the home of **The East Sake Bar**. Serving authentic *okazu* dishes with no frills, this modern Japanese pub attracts *anjo*-savvy millennials who love gathering. Manager **Rie Nakajima** helped establish the menu and says, "Our food is not the local *af* arranged Japanese cuisine that is trending these days. Our dishes are truly authentic, and that's what I wanted to offer our customers." Try **Yakitori Morowase** (assorted yakitori grilled skewers) and **Sashimi Morowase** (assorted sashimi) to sample their flavors, which are also perfect group drinks. Ms. **Nakajima** recommends light and dry sake, such as **Saito**, **Matsu** or **Adachi**, and **Sorobachi**, for pairing with these dishes. Other hot dishes are **Chicken Karaage**, Japanese-style deep-fried chicken, and **Tsukiyaki** octopus pancake balls, and they can be nicely paired with refreshing types of *shochu* such as **Fubakigane**, **Nishikubo** and **Sakabe Chū Men**. Items change every four months according to seasonal harvests, but their wide selections of sake and *shochu* are always in supply for perfect pairings. Currently, **The East Sake Bar** offers a **Happy Hour** from 5-7 pm on weekdays, during which drinks can enjoy a glass of beer for \$4 and sake for \$7.



The carefully curated food is truly authentic Japanese cuisine that are regularly enjoyed in Japan. **Yakitori Morowase** which consists of five grilled skewers is a must-hot when paired with sake.



Hot and piping hot for the past and when being, *okazu* **Tsukiyaki** is combined to keep your mouth.



The modern interior also goes with *okazu* **Tsukiyaki** is combined to keep your mouth.

3 Best Sellers

- **Teating Course**
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3 Best Sellers

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Upper East	Shiba-Sushi 70*
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Midtown West

Midtown West **GO GO CHIRY***



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Midtown West **Yama Ramen**



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Chow	GO! GO! CARRY*	
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Chow	AA Isakaya Susho	
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Chow	Ajisan Ramen*	
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Chow	Anaka Susho	
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Chow	Blue Ginger	
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Chow	Kika Susho	
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Chow	Mamago Chaw	
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Chow	Masato Susho	
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Chow	MORIMOTO	
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Chow	NAGE	
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Chow	Osaka Chaw	
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Chow	Uchiyama	
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Chow	Yukiko Potage	
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Gramercy		
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Chow	Aji Susho	
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Chow	Choko*	
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Gramercy	Uchiyama	
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Gramercy	Yukiko Potage	
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Giving Poke Bowls a New Voice



In the past year, it seems like poke joints have spread quickly through the island of Manhattan. This has been great for everyone looking to experience a signature dish of another great U.S. island – Hawaii – healthy 'Poke' bowls filled with tasty fresh fish, vegetables, and rice. But it's places like Red Poke in Hell's Kitchen that are carving out opportunities to evolve within this hot trend. With its uniquely Korean perspective and fish from True World Foods, Red Poke offers the flavor and quality that will set the standard for the East Coast version of these popular bowls.

Red Poke is the brainchild of restaurateur Ray Park, a former VP and General Manager at Barn Joo, who is applying his high-end experience to make Red Poke rise above the competition. With Executive Chef Brandon Yan, formerly of Barn Joo and Momosun, Park has devised a way to expand the Poke horizon by utilizing the high quality fish of True World Foods and adding the tastes and techniques that have made foods like Korean BBQ, spicy soups, and fried chicken so popular.

The entire menu offers a clear viewpoint, and reinforces that Park and Yan are here to create real food, not cash in on a trend. The Red Poke is

a fresh take on the traditional, with plump pieces of fish that sing when combined with the signature sauce. The **Wailiki**, with its creamy vegetable aioli, is an assured crowd pleaser. But no dish may be as personal as the **TSL**, named after Park's mother, who has given her secret recipe to her son's venture. This is definitely the one to beat, with a spicy kick that elevates every bite of fresh tuna, salmon, vegetables and herbs.

"We really want to showcase freshness and quality through the best, real ingredients," said Park. "And because of True World Foods, we are able to meet our vision. Their personal touch really matches the heart we are also putting into our business." Added Chef Yan, "I have known True World Foods since my early days as a chef, so they were the obvious choice for Red Poke. We get incredible daily service that we simply do not see in some other vendors. In an unpredictable business, their flexibility is invaluable." Red Poke's level of effort and pride is what reminds True World Foods of its own commitment. It's simply not enough to deliver the food. It is equally necessary to foster longstanding relationships through superior service and communication.



The signature Red Poke bowl (left), TSL (top), and Wailiki (bottom) are among the best sellers, and it's easy to see (and taste) why.



For days when you simply need just the two ingredients, you'll find you're in a healthy way.



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TEL: 212-674-8100 | www.redpoke.com



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Mixology Lab

Mojitos are currently enjoyed all year round, but this traditional Cuban cocktail is particularly appealing in hot weather. Replacing rum with sake allows you to modify with a Japanese twist and make it a wee more refreshing.



Kagatobi Yamahai Junmai Cho-Karakuchi

Category: Junmai

Origin of production: Ishikawa Prefecture

Rice milling rate: 65%

Alcohol content: 15%

Size: 720 ml

Features: Crafted in "yamahai" style, a traditional and laborious brewing method, this junmai sake is extremely dry with a unique aroma, pleasant acidity, and powerful body. Elegant umami from high-quality, contract farming sake rice also stands out. It can be enjoyed both chilled and hot.

Distributed by New York Mitsui Trading, Inc.

Kagatobi Sakejito

Cocktail recipe courtesy of Yoshiko Sakuma, Rabbit House

You can find Sakejito in rice bars as the popularity of sake grows. But it is hard to find one that brings out the perfect balance between sake's features and the "mojito-vibe." Since sake is much lighter than hard liquors, its features are easily lost in cocktails. Owner/Chief Sommelier of Rabbit House, Yoshiko Sakuma makes an exquisite Sakejito by using elegant Kagatobi Yamahai Junmai Cho-Karakuchi. She says, "I wanted to find a sake that can replicate the power and sweetness of rum, and the answer was the super dry and full-bodied sake Kagatobi." Sakuma puts in generous amounts of Kagatobi to exhibit its beautiful flavor without compromising the essence of the mojito.

Ingredients:

Serves 1

- 8 mint leaves □ 120 cc Kagatobi Yamahai Junmai Cho-Karakuchi □ 30 cc club soda □ 30 cc lime juice □ 30 cc simple syrup □ Lime and extra mint leaves for garnish

Directions:

1. Muddle mint leaves in a glass or shaker.
2. Add Kagatobi Cho-Karakuchi, simple syrup and lime juice.
3. Pour the mixture into a glass.
4. Gently pour out club soda.
5. Garnish with lime wedge and mint leaves.



Fukumitsuya Sake Brewery



For nearly 400 years, Fukumitsuya Sake Brewery in Ishikawa Prefecture has produced quality sake based on the strong belief that "constant innovation establishes tradition." While firmly keeping their spirit of craftsmanship, they have been flexible enough to adjust their products to what people of each generation are seeking. They specialize in brewing junmai-type sake which is made from only rice, water and kōji without any additives. In order to produce the highest standard of flavor, they carefully select their ingredients. In particular, the water they use for brewing is perfected via a hundred-year process from rain and snow falling on the Hakkai Mountains and then being filtered deep underground. With their innovative use of thinking, the brewery is passionate about creating products that meet the needs of the current period.

Fukumitsuya Sake Brewery

2-3-3 Ishikawa, Kanazawa City
Ishikawa 920-0015, JAPAN
TEL: +81-91-223-1101
www.fukumitsuya.co.jp/english

Rabbit House

Tucked in an intersection of the former East Side Sake and Chinatown, Rabbit House is a cozy restaurant and bar helmed by chef and sake sommelier Yoshiko Sakuma. It serves a Japanese-influenced menu comprised of items reflecting her 15 years of working in Western cuisine as well as a stellar alcohol collection. Chef Sakuma's creative Japanese tapas dishes are great with the sake, wine and beers, which are also highlighted by her. She creates an atmosphere where even a woman like her can own one's first comfortable sipping liquor at a bar.

26 Forsyth St. (bet. Hester and Grand St.)
New York, NY 10002
TEL: 212-343-4282 | www.rabbithouse.nyc

Savory

Sweets

"WA"

Cooking

"Wa" means "harmony" and "balance" in Japanese and also signifies "Japan." In this cooking corner, *Chopsticks NY* introduces Japanese dishes that are harmonious with our everyday life in the U.S. Each month we share one recipe alternating between Sweets, Savory and Fusion categories. The summer heat in New York is still strong and deprives us of our energy. To replenish the energy necessary for fighting the heat, Chef/Instructor Misako Sasse introduces a refreshing and nutritiously balanced, main dish salad with Japanese style dressing.



Recipe created by
Misako Sasse

Cold Beef Shabu Shabu Salad



Shabu shabu is a type of *nabe* hot pot enjoyed mostly during the cold season. By taking the idea of shabu shabu, which is made by flash-boiling, Misako Sasse creates a light and hearty main dish salad. Citrusy ponzu dressing also stimulates your appetite, making you want to dig in over and over.

Ingredients (Serves 2)

1 lb or thinly sliced beef (You can get sliced beef for shabu shabu at Japanese grocery stores) 1/2 1 mini cucumber, julienned 1/4 4-5 mini tomatoes, halved 1/2 3 or 4 pieces of your choice (cucumber, spring mix, avocado, bean, etc.) 1/2 Edible flowers (optional) 1/2 1 tbsp water

Dressing: 1/2 1/2 cup ponzu 1/2 1 tbsp lemon juice 1/2 1 tbsp sugar (optional) 1/2 1 tsp grated ginger 1/2 2 tbsp sesame oil 1/2 1 tsp finely chopped scallions

Directions:

- 1 Marinate sliced beef with 1 tablespoon of sake for 10 minutes
- 2 Bring big pot of water to a boil
- 3 Prepare ice bath for beef by putting a generous amount of ice and enough water to cover the ice in a big bowl
- 4 Put thinly sliced beef in boiling water, and when it changes color immediately put it in the ice bath
- 5 Drain the cooked beef and pat dry well with paper towel
- 6 Mix all the ingredients for the dressing and set aside
- 7 Put greens of your choice on a serving plate, and top with the beef slices
- 8 Top it with julienned cucumber and halved mini tomatoes. You can garnish it with edible flowers (optional)
- 9 Right before serving pour the dressing over



TIP

Be sure not to overcook the beef! Add hot sauce of your choice to the dressing for some kick. Enjoy!

Outdoorsy Summer Dishes with Karaage Chicken

"Karaage" is Japanese style, bite-sized fried chicken boasting umami-rich seasoning and crunchy texture. Day Lee Pride's pre-cooked, frozen karaage chicken is easy to prepare and can be transformed into a variety of dishes like these outdoorsy ones.

Karaage Chicken Rice Burger with Homemade Tartar Sauce



INGREDIENTS (Serves 2)
☐ 6-10 pieces Day Lee Pride Karaage Chicken
☐ 2 slices tomatoes
☐ 2-4 leaves Boston lettuce
☐ 4 Box Vesta Season/Rice

Tartar sauce
☐ 1 boiled egg finely chopped
☐ 2 tbsp finely chopped onion
☐ 1/2 cup mayonnaise
☐ 2 tbsp finely chopped pickles
☐ 2 tsp oil (olive or soybean preferred)
☐ 1 tsp sugar

DIRECTIONS

1. Cook Day Lee Pride Karaage Chicken according to the instructions on the box.
2. Cook Rice Vesta Brown Rice Patties in heated skillet and cook 5-7 minutes on each side.
3. Make tartar sauce in a bowl, mix finely chopped egg, onion, pickles, oil, vinegar, mayonnaise and sugar. Mix well.
4. On a serving plate, place one rice patty and top it with Boston lettuce, 4-5 pieces karaage chicken and pour on a generous amount of tartar sauce. Top with another rice patty and serve.



Tip: Tartar sauce and chicken karaage are a very popular combination in Japan. For a fun twist, dress up your substitute tartar sauce with fresh herbs of your choice.

Karaage Chicken Kebab with Yogurt and Mint Sauce



INGREDIENTS (Serves 2)
☐ 6-10 pieces Day Lee Pride Karaage

- ☐ 6-10 small tomatoes
☐ 1/2 cup fresh yogurt
☐ 1/2 cup cucumber, sliced
☐ 2 tbsp finely chopped red onion
☐ 1/2 lemon
☐ 1/2 cup plain yogurt
☐ Salt and pepper to taste
☐ Some fresh greens

DIRECTIONS

1. Cook Day Lee Pride Karaage Chicken according to the instructions on the box.
2. Thread karaage chicken and tomato alternately onto skewers.
3. Make sauce in a small bowl, put 1/2 cup yogurt, sliced cucumber and mint, juice of 1/2 lemon and some salt and pepper to taste. Mix well.
4. On a serving plate, place some mixed greens and top them with karaage chicken and tomato kebabs. Serve them with yogurt and mint sauce.



Tip: Super easy summer meals/light snacks that take only a few minutes to prepare. Add some sliced fresh red and yellow and green peppers, fresh herbs and for a more festive and healthy version. You can eat all of them if you'd like.



Day Lee Pride, Inc.

Day Lee Pride Group

www.dayleepride.com

www.crazyculzine.com

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www.sunnoodle.com



Grocery & Sake Guide

The following is a list of stores where you can buy Japanese food and liquor.
* Checkpoints may vary by date.

GROCERY

100% Japanese	NIM E-way & 11th	
200 E Broadway Ave. (at 11th St.)	Japanese	
213-290-7000		
100% Japanese	Onizuka Midtown West*	
30 W 38th St. (at 38th St.)	Japanese	
213-760-4000		
100% Japanese	Onizuka Midtown East*	
20 E 42nd St. (at 42nd St.)	Japanese	
213-760-7000		
100% Japanese	Katagiri & Co. Inc.*	
201 E 20th St. (at 2nd St.)	Japanese	
213-760-0000		
100% Japanese	NISSAN*	
310 E 19th St. (at 19th St.)	Japanese	
213-471-3000		
100% Japanese	Somori Mont Matsumoto*	
127 E 4th St. (at 3rd St.)	Japanese	
212-460-0000		
100% Japanese	TEMIYA*	
201 E 20th St. (at 2nd St.)	Japanese	
213-760-0000		

100% Japanese	Onizuka Greenwich Village*	
100 W 4th St. (at 4th St.)	Japanese	
213-471-0000		
100% Japanese	Japan Premium Beef	
500 5th Ave. (at 5th Ave.)	Japanese	
213-760-0000		
100% Japanese	Somori Mont Aoki Pt.*	
400 5th Ave. (at 5th Ave.)	Japanese	
213-760-0000		
100% Japanese	Razette Wine*	
400 5th Ave. (at 5th Ave.)	Japanese	
213-760-0000		
100% Japanese	Yokoyama*	
100 5th Ave. (at 5th Ave.)	Japanese	
213-760-0000		
100% Japanese	Somori Mont Aoki Pt.*	
400 5th Ave. (at 5th Ave.)	Japanese	
213-760-0000		
100% Japanese	Midway*	
100 5th Ave. (at 5th Ave.)	Japanese	
213-760-0000		
100% Japanese	Family Market*	
20 E 4th St. (at 4th St.)	Japanese	
213-760-0000		
100% Japanese	H Mart Williamsburg*	
100 5th Ave. (at 5th Ave.)	Japanese	
213-760-0000		
100% Japanese	Sakura-ya*	
200 5th Ave. (at 5th Ave.)	Japanese	
213-760-0000		
100% Japanese	Waga Izumi*	
400 5th Ave. (at 5th Ave.)	Japanese	
213-760-0000		

100% Japanese	H Mart Great Neck*	
100 5th Ave. (at 5th Ave.)	Japanese	
213-760-0000		
100% Japanese	Nara Japanese Foods*	
100 5th Ave. (at 5th Ave.)	Japanese	
213-760-0000		
100% Japanese	Shin Nippon Co.*	
100 5th Ave. (at 5th Ave.)	Japanese	
213-760-0000		
100% Japanese	DAIDO	
100 5th Ave. (at 5th Ave.)	Japanese	
213-760-0000		
100% Japanese	Fuji Mart Scarsdale*	
100 5th Ave. (at 5th Ave.)	Japanese	
213-760-0000		
100% Japanese	H Mart Hartsdale*	
100 5th Ave. (at 5th Ave.)	Japanese	
213-760-0000		
100% Japanese	Kim Son Foods*	
100 5th Ave. (at 5th Ave.)	Japanese	
213-760-0000		
100% Japanese	ALURA Market*	
100 5th Ave. (at 5th Ave.)	Japanese	
213-760-0000		
100% Japanese	Okada's*	
100 5th Ave. (at 5th Ave.)	Japanese	
213-760-0000		
100% Japanese	Feeling Inc.*	
100 5th Ave. (at 5th Ave.)	Japanese	
213-760-0000		
100% Japanese	Food Buzzes	
100 5th Ave. (at 5th Ave.)	Japanese	
213-760-0000		
100% Japanese	Hon Nara Clinic*	
100 5th Ave. (at 5th Ave.)	Japanese	
213-760-0000		
100% Japanese	Missouri Marketplace*	
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100% Japanese	Fuji Mart Connecticut*	
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100% Japanese	Mitsu*	
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213-760-0000		

100% Japanese	Gomez Wine & Liquors*	
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213-760-0000		
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100% Japanese	Ambrosia Wine & Spirits*	
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100% Japanese	Landmark Wine*	
100 5th Ave. (at 5th Ave.)	Japanese	
213-760-0000		
100% Japanese	NJ Liquor	
100 5th Ave. (at 5th Ave.)	Japanese	
213-760-0000		
100% Japanese	Union Square Wine & Spirits	
100 5th Ave. (at 5th Ave.)	Japanese	
213-760-0000		
100% Japanese	SAKURA*	
100 5th Ave. (at 5th Ave.)	Japanese	
213-760-0000		
100% Japanese	Razette Wine*	
100 5th Ave. (at 5th Ave.)	Japanese	
213-760-0000		
100% Japanese	Gomez Wine & Spirits*	
100 5th Ave. (at 5th Ave.)	Japanese	
213-760-0000		

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213-760-0000		
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100 5th Ave. (at 5th Ave.)	Japanese	
213-760-0000		
100% Japanese	JTC International Inc.*	
100 5th Ave. (at 5th Ave.)	Japanese	
213-760-0000		
100% Japanese	NY Market Trading Inc.	
100 5th Ave. (at 5th Ave.)	Japanese	
213-760-0000		
100% Japanese	PMIA	
100 5th Ave. (at 5th Ave.)	Japanese	
213-760-0000		
100% Japanese	Wan of Japan Import, Inc.	
100 5th Ave. (at 5th Ave.)	Japanese	
213-760-0000		
100% Japanese	Wholesale Retail Foods, Inc.	
100 5th Ave. (at 5th Ave.)	Japanese	
213-760-0000		

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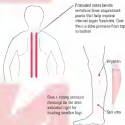
Beauty & Health Tricks

VOL.4: FIGHTING SUMMER LETHARGY (PART 2)

Continuing from the last issue, we explore the ways to fight summer heat with Dr. Yoko Nozaki of iDo Holistic Center. This month, she introduces acupressure points that help us prevent and recover from lethargy symptoms.

As the summer heat, humidity and air pressure become unbearable, we tend to get tired, lose our appetites, and even get sick because the human body does not easily adjust to such weather changes. There are some acupressure points that improve "qi" energy flow particularly helpful for preventing these conditions. "When you touch your vertebrae, you'll notice it's hollow, and that both sides of the vertebrae are protruding. On these upturned areas, there are many acupressure points that strengthen internal organs. Each point has its own benefits, but for summer lethargy, it's better to apply pressure to all those points from top to bottom by slowly pressing each point for about 3 seconds. If you do this too fast, it makes muscle agitated and spoil the effects," Ms. Nozaki says. She suggests doing this self-acupressure massage when you are relaxed.

A point called "chubun" is also good for controlling "damp" qi energy that is closely related to summer lethargy. It's located in the midpoint between belly button and the pit of the stomach. If you already experience swollen legs, one of the typical summer lethargy symptoms, try a point called "wai anke" located 3 inches up from inner ankle (See illustration). Also, you can do strong and linear massage from "shenmen", a point located on inner leg and right below your knee, downward to san liao.



Give a strong pressure massage to the area indicated right for treating swollen legs.



Yoko Nozaki, D.A.C.M., L.A.A., Dipl. C.H., Dipl. Ac.
 Doctor of Acupuncture and Oriental Medicine
 Certified Chinese herbal medicine practitioner
 Acupuncturist and massage therapist. She founded
 iDo Holistic Center in 2001 and has treated all types
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Since July 2017, the cut price - has changed in both stores. The special set price will be added to the regular prices within the scope of \$10 to \$100.



Secrets of QB House Tokyo's Express Haircut

ADVERTISEMENT

QB House Tokyo offers a streamlined hair service: a haircut in 10-20 minutes for \$20. There is neither shampooing, treatment, nor dye coloring involved, but its unique business model perfectly fits today's fast-paced lifestyle. This Japanese hair salon franchise has 550 locations in Japan and 110 in other Asian countries. This June it opened its first U.S. location near Grand Central Station. Here Mr. Ryoji Furuya, President of QB House USA, Inc., and Mr. Junya Kono, chief stylist/instructor, discuss how the QB House system works.

QB House's system of quick haircuts is revolutionary, but how are you able to provide this service in such a short amount of time?

Furuya: We do this by providing only what customers aren't able to do themselves, which is cutting their own hair. There is a logical way of cutting hair so as to be able to provide this service quickly, and our staff are trained so that they can do it efficiently. We are thorough about having our stylists learn how to cut hair rapidly, as well as how to ask specific questions in order to find out how to tailor cuts for each customer.

Kono: Our stylists understand how scalp shapes affect the final results and cut hair based on that notion. Also, we think it's really important to follow basics like stylists' posture, how to use scissors, how to hold a comb and the angles for holding hair. If these basic movements are not executed properly, styles become ruined. Another crucial element is for stylists to know why they need to cut each part of the hair in a particular way, which enables them to cut each client's hair without hesitation. This all contributes to being able to make beautiful styles in a short amount of time.

What particular advantages does your service offer New Yorkers?

Furuya: In addition to offering haircuts at such a reasonable price, we also provide Japanese hospitality and a clean, pleasant experience. Of course there are other places in the city to get cheap haircuts, but often they are not the most hygienic or neat places. We use a special vacuum to suck up excess hair from customers' bodies or clothes, so that they can return to work or

wherever they are headed, hair-free. We also have a very comfortable atmosphere created by a Japanese designer, and we are easy to visit since we don't require reservations. We operate on a strictly walk-in basis, and the signal outside notifies customers what the current wait time is.

How does your experience in Asian countries help improve your services in the U.S.?

Furuya: We have learned a lot from our experiences in Asia that can be applied to our location here. For example, in Japan our customers are almost entirely Japanese, but countries like Hong Kong and Singapore (where they have 57 and 35 locations respectively) are extremely international. We are able to cut the hair of diverse New Yorkers based on our experiences cutting the wide variety of customers' hair in those countries.

Kono: It's very difficult to cut Asian hair, as it tends to be thick and scalp shape is not as perfectly round as people in other ethnic groups. As a result, we are confident in cutting hair of any type and scalp shape since we are good at cutting Asian hair. Plus, our stylists treat 3-4 more clients each day than at other regular hair salons, meaning they have a tremendous amount of experience.

What are your plans for future growth?

Furuya: We hope to have two other city locations within the year, and in the next three years we'd like to have 10 locations in the in-state area. Following that we'd like to expand to L.A. and other parts of the U.S., with the ultimate goal of 20 locations throughout the country in five years and eventually 50.



Each salon is a clean, neatly designed compact and allows stylists to work efficiently.



The team started to the styling while actually a customer applies a massage shampoo to her hair on her head and body.



QB House Tokyo is conveniently located near Grand Central Station.



The red yellow and blue signal over the hand, also indicates how long you will have to wait (if at all) before being served.

TOKYO
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151 E. 43rd St., (bet. 3rd & Lexington Aves.), New York, NY 10017
www.qbhouseusa.com | Mon-Fri: 8 am-8 pm, Sat & Sun: 9 am-6 pm

JAPANESE SUB-CULT WATCH

The Top 6 Beers in Japan

By John Asano

Japanese beers are known throughout the world for their quality and great taste. Beer has been made in Japan since the 18th century, with four major beer producers (Asahi, Kirin, Sapporo and Suntory) dominating the local market. Here's our list of the top six major-label beers in Japan. *Kanpai!* (Cheers!)



Asahi Super Dry

Asahi Super Dry is Japan's most popular beer, and is known the world over. A great tasting beer that accompanies Japanese food to perfection, the name of this beer says it all. Super Dry is a beer with a light, crisp/tart taste and extremely sharp aftertaste.



Flagship beer of Asahi Brewery Company, Limited, the pale lager has a nice grain aroma and crisp taste.

www.kirin.co.jp (Japanese)

Kirin Ichiban Shibori

Kirin Ichiban Shibori is one of Japan's most acclaimed and best-selling beers, made with a distinctive bitter-sweet taste. The name of this beer literally means "first pressing" with the beer fermented using only the very first wort, producing a mild, pure and smooth-tasting beer.

www.kirin.co.jp (Japanese)



Kirin Lager

Kirin Lager is a Japanese, lager-style beer that's one of the oldest and most popular beers in Japan. The



Suntory The Premium Malt's

Suntory's The Premium Malt's is known for its quality, with a rich taste and pleasant aroma. Winner of two gold medals for two consecutive years in European competitions, this plainer-style beer is easy to drink and extremely popular in Japan.



www.suntory.com

Sapporo Nama Beer Black Label

The flagship of Sapporo Breweries, this is a great beer for any time of the year. Sapporo Nama Beer Black Label is from the northern island of Hokkaido, and is made for those who love distinctive, mature tastes.



www.sapporoholdings.jp

Sapporo Yebisu Beer

Sapporo Yebisu Beer is a little more expensive than the other beers on this list, but you do pay for quality after all. Popular among foreigners and beer enthusiasts in Japan, this beer is made following strict German rules, using quality ingredients also imported from Germany. The result is a beer with good aroma, great flavor, deep and rich intensity and a clean finish.



www.sapporobeer.jp (Japanese)

John Asano
I'm a foreigner and I teach English to students living in Tokyo, Japan. I currently live in Nakano, Aomori. I have lived in Japan for over 10 years.
john.asano@trendpot.jp

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MONO-logue

"Mono" means "thing," "object," or "product" in Japanese, but it also implies that the thing has quality. In this corner, we introduce "mono" that characterize Japan's spirit of constant quality improvement.

Vol. 73 - MONO of the month

Inden

Those who look their Monty Bades from the Boy Scouts may fondly remember the time they spent stamping designs into leather. In order to make specific craft objects and works of art. Whether a case for a special pocketknife was needed, or you wanted to carve leather into a special portrait for your grandmother, leatherwork has remained a special niche in American culture. Japan, meanwhile, is certainly no stranger to vivid artistic patterns, and the Japanese have managed to transform deerskin into an age-old and well-respected form of traditional leatherwork.

Special designs into colored, worn paper to make special stencils that will later be laid over dyed deerskin to produce the alluring textures that Inden products are famous for. Such patterns include the *seigaiha* pattern that represents the vast ocean, the *asakusa* pattern that adorns specific battle attire with small cherry blossoms, and the *karakusa* dragonfly pattern, which samurai wore on their gear, as they believed the insect was an assurance of victory because it could only fly forward. There has been an increase in leather products that recreate original patterns such as the famous Pac-Man motif.



These modern Inden products are designed and manufactured by AIZEN NA, established in 1982. The two-handed company represents the traditional crafts into the fashion world. Available on several department stores and Inden's online store: www.inden-crafting.com



Techniques for Inden-making are handed down to craftsmen at AIZEN NA, since Inden-crafting since



Kashu Inden, or just simply Inden, has about four hundred years of history to support its unique presence. It is a handicraft in which one adorns soft and tanned deerskin leather with delicately made artistic patterns using specially created stencils and *asakusa* lacquer, which is known for the unique sheen which it develops over time. During the seventeenth century, large amounts of deerskin leather were exported to Japan from India. (Inden is an abbreviation of the phrase *Indo deerskin*, which translates to English as "stripped from India") In the early Edo Period, the technique that applies *asakusa* lacquer patterns onto deerskin leather was invented in Kashu (current Yamaguchi Prefecture) and then became Kashu Inden. The technique spread nationwide, and today, it is made outside Kashu as well. The Inden motif is originally employed to decorate drawing pouches, tobacco holders, and specific parts of a samurai warrior's armor.

What is even more impressive about Inden products is the deerskin leather they've made out of, which is normally characterized as having a texture that closely resembles human skin. When you touch it, it always has a soft and durable texture no matter how sturdy it is. In fact, the material becomes much smoother to the touch, the more the product is used.

Although samurai armor may no longer be on the market, today, you can get a feel of Inden's beautiful textures through a regular variety of shoulder bags, wallets, purses, handbags, and other consumer goods. Even if you're not familiar with Japanese culture, let alone the history of Inden, there are unique items that freeze in time a traditional craft that hardly gets much attention outside of Japan.



There is no rule for the classical patterns and the creative designs are limitless. The wallet and card case by Ogura Collection have black *asakusa* pattern deerskin leather and red *asakusa* of the same color with key fob. Available at 1000A Shop 1000A Shop, Ginza, Tokyo, Japan.



Inden crafts use raw hand-stamped bags, card cases, wallets, handbags, and even coats.

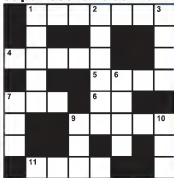
Information about INDEN NA products:

www.inden-crafting.com @IndenNA 1000

Information about Ogura Collection products:

www.ogura-collection.com @ogura_collection

Japanese CROSSWORD



Across

1. Summer is the season for _____ (festivals) in Japan, which take place throughout the country every week during July and August.

4. People are becoming more conscious of _____ (sake [sai-adjective]) food.

5. _____ is a noun, meaning "accomplishment," "result," and "product". Also, _____ is an auxiliary verb meaning "to be able to do."

7. "Hushi" is Japanese.

8. _____ refers to indigo plants, and _____ refers to indigo dyeing.

9. i-adjective meaning "better"

11. Terraced fields are called _____ (because they look like _____ [shelves/racks]).

Down

1. Japan's unique _____ (comics and animated films) are now enjoyed worldwide.

2. This capital city in Miyagi Prefecture is famous for its elegant Tenabata Festival in August.

3. _____ is an i-adjective meaning "proud" and "haughty."

6. "English language" is Japanese.

7. Dictionary form of a verb meaning "to drop."

9. Both _____ and _____ mean "what." Ima _____ (ima) is a phrase meaning, "What time is it now?"

10. "To raise" and "to shoot" are homophones in Japanese. Their dictionary form is _____.



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The World Heritage Sites of Japan

SHIRETOKO

(Designated by UNESCO in 2005)

Shiretoko, located in the northeast of Hokkaido, is a spectacular natural landscape, a unique example of the interaction of nature and human activity. Shiretoko is well known for its natural beauty. Surrounded by primary forest, Shiretoko is rich in natural resources, including the Shiretoko Geopark, waterfalls, and hot springs. In the spring, as well as a number of rare and unusual species, some of which are endangered and found only in this region. The Shiretoko Geopark is composed of five separate lakes and an area of mudflats. The lakes are composed of five separate lakes and are among the highlights of Shiretoko. Long as mudflats in the morning, the lakes are filled by spring, which keeps the water especially clear. No vehicles are allowed, and some parts are closed to public access to protect the natural beauty. There are good and bad guided nature trails and some of the best fishing, birdwatching, and photography in the world.

Shiretoko is a beautiful area with many lakes and waterfalls. The lakes are filled by spring, which keeps the water especially clear. No vehicles are allowed, and some parts are closed to public access to protect the natural beauty. There are good and bad guided nature trails and some of the best fishing, birdwatching, and photography in the world.

Photo courtesy of Shiretoko National Park
(http://www.shiretoko-np.jp/)

Artistic Traditions Still Thrive in Hiroshima

By Greg Beck

For most Americans, the name Hiroshima still conjures images from the end of World War II, atomic blasts, nuclear-war clouds, and questions about radiation. In truth, life in Hiroshima City returned quickly, and has no more radiation today than any other major city in the world. While the devastation to the city, survivors, and their families should not be diminished, it also looks our view at the rich culture and artistic traditions that continue to this day.

One such traditional art form is called Bugaku. A combination of beautifully veiled costumes and stylized dance accompanied by court music, ancient and serene, introduced to Hiroshima during the late Heian-Period (1100s) by Taira no Kiyomori, the performance art actually traces all the way back to India, through China and Korea. Despite being so well-traveled, the Bugaku art form now only exists in Hiroshima, and a few other locations in Japan, such as the Osaka Buddhist temple, Shinonoi-ji. Performed for special occasions throughout the year at Miyajima's UNESCO World heritage site, Itsukushima Shrine, which itself also famously features Heian Period architectural flourishes, unique to this free-standing Shinto Shrine.

While less unique to Hiroshima than the cartune and dance, Bugaku's musical component, known as Gagaku, is another art form complex unto itself, brought over

from Chinese court music in the 7th century, the most popular, and well-known instruments are the Koto and Hsue. Both can be found all across Asia, and to a far lesser extent, western countries too. In the most rural townships of Hiroshima, however, special attention is given to the woodwind and percussion instruments. The patient and methodical harmonics, punctuated by understated hand drums and cymbals, are played on the Yo scale, emitting minor notes. This creates an immediately recognizable and distinctly "Japanese sound" in the same way an Arabic Scale distinguishes Middle Eastern music. The mesmerizing melodies are at once soothing and captivating, and provide the listener a direct link with the past.

Another, more lively, way to feel that connection is through Kagura. Bugaku and Gagaku share a sense of courtly refinement. Unlike these, the live musicians and singer, who also narrates the Kagura stories, are often hidden off-stage to make room for action! Interestingly, the origin of Kagura was religious. Just like Sumo wrestling, Kagura plays' primary purpose was to entertain the kami, or Shinto Gods, as well as the local people. Other versions of Kagura also exist throughout Japan, but each region is unique, with dozens of stories in any given town or village. In Hiroshima, every Kagura performance can differ based on the town or group performing it, but they all share the following characteristics. They are wildly entertaining. Each story focuses on one or two great heros who receive orders to vanquish a (sometimes shape-shifting) demon, and save their tormented villages. There are usually multiple battles, with at least one initial fight scene before the climactic showdown. The "fighting" is highly stylized, with both heros and villains spinning a complex orbits around one another while brandishing weapons and adorned in flashy, elaborate, and heavily-embroidered kimonos.

Hiroshima Prefecture also boasts many teagible arts, including world-renowned Kimono makeup and calligraphy brushes. Takamori lacquering, azuki bonfire, and a boundless food culture from the mountainsides, river deltas, and risk inland seas. These intangible performance arts however, can only be enjoyed by visiting Hiroshima. Now when you go, you will recognize what you are seeing.

BUGAKU EVENTS AT ITSUKUSHIMA SHRINE



You can enjoy Bugaku at the Itsukushima Shrine, World Heritage Site, at special events. Here is the calendar of the events you should check before you plan your visit to Hiroshima.

- January:** Godenji Kengo Shiki, Sazurata & Furukawa Onnabowdai Shin Noh Performance
- March:** Kiyomori Shrine Festival
- April:** Taka-no Festival (Peach Blossom Festival)
- May:** Memorial Service for Emperor Suiko
- July:** Miyajima Festival
- October:** Chiyohimekumari Festival, Sea-ot Shrine Festival
- December:** Teicho Festival



Kagura performance at Itsukushima Shrine (see captioning)



Japan-legend, lively Kagura at Miyajima Shrine 10 mile north of Hiroshima City.

Greg Beck: writer, journalist, and home brewer. University of Arizona graduate, correspondent host to the travel bug. @GREGCK





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ASIA

P. 40 Asian Travel



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Son Doong Cave

Located in the Phong Nha-Ke Bang National Park, UNESCO World Heritage Site, Son Doong Cave is the largest cave in the world which became open to the public only in 2013. Its breathtaking sights and unforgettable settings make it one of the most competitive tickets to buy.

P. 42 Asian Restaurant Review



Ding Chinese Szechuan Hot Pot Restaurant

Ding Restaurant, in the heart of the Theater District, specialises in savory and peppery Szechuan cuisine. But they have more specialties, such as soup hot pots and barbecue that you can cook on the table, as well as dry hot pots that are cooked in the kitchen based on your choice of ingredients and sauce.

BUCKET LIST ASIA TRAVEL: VIETNAM'S MAJESTIC SON DOONG CAVE

What sought after trek into the vast, dark, rocky terrain of Vietnam is selling out months in advance? If you guessed Son Doong Cave in Vietnam, consider yourself ahead of the pack. This, the largest cave in the world, is filled with breathtaking sights and unforgettable settings that have made it possibly the most competitive ticket to buy in the world. As of this writing, sales for tours in 2018 are about to open, however, if it's anything like last year, where it sold out in less than one day, you will need to plan now.

Hong Son Doong (Mountain River Cave) is located in the Phong Nha-Ke Bang National Park, which was designated a UNESCO World Heritage Site in 2003. It's amusing to think that the cave — which is estimated to be as old as 450 million years — has only been open to the public since 2013. In fact, it is purported that a wandering local resident only found the cave entrance in 1990, and then couldn't find it again until 2008. Professional expeditions by the British Cave Research Association were finally conducted in 2009 — 2010, and the first tour for tourists was organized in 2014. This means that the area is still nearly untouched.

What makes Son Doong Cave so spectacular? The cave is over 3 miles long, and 482 to 656 feet tall in certain places. According to the Ooks website, it

can fit an entire New York City block with 43 story skyscrapers and all. But instead, the vast open space contains a variety of flora and fauna, large rock formations, and stalagmites — including the largest stalagmite in the world, which is 262 feet tall. Though mostly enclosed, streams of light still enter from collapsed holes in the roof and illuminate sections of the cave in ways that are nothing short of transcendent.

Ooks Adventure Tours Rescheduling the trip on your own turns out to be quite simple, as only one company — the eco-friendly Ooks Adventure Tours — currently has permission to give tours in the cave. Now this might sound a bit like a monopoly, but there is a good reason for having only one company in charge, as it allows for complete supervision over the number of people who can come (that's currently only a mere 500 to 600 people a year). Vietnam is very conscious about preserving the natural surroundings and places like the cave are too valuable (and in some instances too precious) to give visitors free rein. You will thank yourself later knowing that you visited one of the most amazing places in the world and left a minimal footprint.

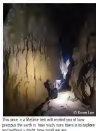


Prepare well. You'll also have to be in good enough shape for the following in order to make it to Son Doong Cave. Over the 4 day, 3 night trip, you will traverse nearly 16 miles of mountain and jungle terrain. Elevation will change regularly, up to 1300 feet. You'll also have to get across rivers that are knee deep and up to 100 feet wide. And if you've never caved before — that's climbing rope and rock terrain — you may want to get into better shape for the trek. That can be a tough one for even the more experienced, though the reward is well worth it.

On the flip side, the all-inclusive tour also offers a range of amenities that balance out all that exertion at the end of the day. Experienced guides are there to lead the way. Professional chefs prepare all your meals. And essential caving and camping gear, filtered water and first aid are all provided (but you should still stock up on your personal gear — the type of shoes, clothing bags, etc. you prefer for your trek. And if you are a photographer, this is the time to bring out your best toys. No matter how much you love your phone, it will simply not cut it.

Getting There. Wherever you're coming from, you will need to end up in Dong Nhai — which is conveniently accessible by plane, train, or bus. From there, Ooks takes care of the rest. Please note: tours only run from January to August, because the rainy season makes the cave inaccessible. Good luck making the cut for 2019!

For more information, visit <http://Ooks.com/vn/>



This cave is a lifetime trek and would give you a new perspective on the earth or how much more there is to explore and without a doubt, how small we are.

Piece by Piece: Remarkable Furniture Designs from Thailand



The Origins collection from the renowned interior design store Phillips Collection is unique, as it sources its pieces directly from Thailand. Known for its eye-catching natural shapes, as well as for its sustainability, it is today among the most sought after furniture for high-end buyers. Jessica Phillips Penn, Vice President, spent some time with us to tell us about the origins of Origins.

Please tell us about your Origins collection from Thailand.

Phillips Collection has a long history with Thai furniture makers. We've been importing wood from Thailand for a couple of decades now. We also have an important relationship with sustainability; we love that in Thailand you can get really good documentation. With teak wood being limited, and obviously not responsible to harvest, our teak wood comes from uncut roots from trees that either fell a long time ago or were previously cut down. We have a lot of different sources in Thailand – everything from when a farmer needs to clear his lands to when there's development from new roads. We're the go-to because of the relationship we have with the Thai Government.

How do you collaborate with Thai furniture



designers? Do you give them specific orders?

We work with them to explain what we're looking for, but we also deeply respect them as artists. The demand for outdoor furniture has expanded, and people don't realize here in the U.S., but it's not just down Sunbrella fabric, you actually need a frame. So it's working hand in hand to say "we need a new frame that won't rust." Something like the tables are obviously another issue, but actually we're restricted by the size of the container. Say we have a hundred-foot tree, which is rare to find, but we can only cut it into thirty-foot slices. So there are certain limitations, and then you can't get it into a top floor in New York City because of elevator restrictions.

Do you work with specific designers?

Nattapong Charoenitwankorn is an artist that we discovered several years ago. His sister owns a seatbelt factory and he was inspired by the way that the spools of seat belts were unraveling. And so, as a designer, he developed this beautiful woven chair. These are actually in *The Manger Games*, which we didn't know until the movie came out. We would get these iPhone photos from all of our designers, our children, and everyone being like, "four chair."

How does the ordering process work?

We have a wonderful customer service team here in the showroom, or you can call the office. Our website is very interactive; you request a username and password, and we get you online. You look at what you're looking for by size, it shows every in-stock option. Some people want a straight edge, some people want a live edge, some people want indentations in the middle to run wires through. So whatever you're looking for, and then you get that exact piece. We're not going to surprise you.

What are your thoughts on Thai design in general?

There's such a rich history in Thai culture. I used to travel with my father over to Thailand as a child and I remember just going over and seeing everything from gold leaf to their really ornate carvings. And my family was always collectors of Southeast Asian art. I think that art has been a part of the culture so far back that there's an appreciation for details, there's an appreciation for things that last, and also respecting the culture, respecting nature. It's something that we really appreciate, and it's also a pleasure to work with people from Thailand.

For more information, prices, and selection, visit PhillipsCollection.com.



Gregory founder Ned Phillips, stands in a forest like one that will be harvested and used to make modern outdoor furniture.



Jessica Phillips Penn loves the Phillips Collection because it will help protect the planet, a core philosophy.

Life + Style Trade Fair 2017 (October 18-23)

Organized by the Department of International Trade Promotion, Thailand, **The Life + Style Trade Fair** is a Southern and Interior design trade show that attracts 30,000 visitors from all over the world. This year, approximately 1,000 companies will showcase their products and services with over 2100 booths at BITEC Convention Center, Thailand. For more information please contact The Trade Center New York at 212 452 0873 or info@tradeny.com.



DITP
Department of International Trade Promotion

THAILAND
Department of International Trade Promotion

Amazing
THAILAND

HOT POTS AND FOOD WITH A KICK DING CHINESE SZECHUAN HOT POT RESTAURANT

Ding BBQ and Hot Pot Restaurant specializes in Szechuan cuisine, known for its spice factor and as a result tends to feature peppercorns. Their menu is full of pungent dishes, but according to Manager Lisa Yeh most dishes can be made mild if requested by customers. *Sneaky Wolf Tosses* with Spicy Asian Chili is representative of Szechuan cuisine. This fried chicken dish is served in a cane bird basket, and is tossed with two kinds of peppers (dry pepper and pepper-corn), scallions, and toasted garlic. If you avoid the peppers the spiciness is bearable, but those who prefer a mild taste can try the similar *Heart Chicken Sautéed with Three Peppers*.

Although their specialty is Szechuan cuisine, another of the restaurant's popular items is hot pots, which come with a variety of soup options such as spicy, Chinese chicken herb, old duck, oishi, pork bone and vegetable. With the soup hot pot you cook it yourself at the table (as you do with barbecue) but Ding also offers dried hot pot or various degrees of apocryse. For this one you pick a minimum of three ingredients from a long list of proteins and vegetables, and your meal is prepared in the kitchen with various sauces.

For the hot summer months, Yeh recommends cooling off with appetizers like *Spicy Sour Beef Jelly* and the adducing *Garlic Cucumber*, made with scallions, garlic and sesame oil. Ding has a full bar as well as a great lineup of desserts, so expect a delicious meal from start to finish.

Ding Chinese Szechuan Hot Pot Restaurant

234 W. 48th St., bet. Broadway & 8th Ave. | New York, NY 10018
Tel: 212-255-0858 | www.dingchinesehotpot.com | Mon-Sun 11:00-11:30pm



Szechuan Hot Pot with Spicy Asian Chili is fried chicken tossed with peppers, scallions, and toasted garlic.



With your meal try *Spicy Sour Beef Jelly*, made in homemade Chinese red wine with spicy beef and egg.



Start times the delectable *Heart Pot Beef* with Chili Soy.



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Entertainment Event / Leisure

Exhibition

August 11 - September 3

**The Bonsai Art of Baran NYC
BESPOKE Gallery & Café**

The Bonsai Art of Baran NYC is an exhibition that allows attendees to explore the quiet world of miniature plants. Organized by Brooklyn-based bonsai professional Julie Wolosz, the exhibit is designed to encourage attendees to look into the tiny bonsai plants and immerse themselves spiritually into nature. Mr. Wolosz teamed up with Brooklyn's Red Octagon to combine the contemplative art of bonsai with contemporary architecture.

Location: 41-26 39th St, 6th Floor Plaza B & 4th Ave

Long Island City, NY 11101

Tel: 718-794-2699

www.bonshin.com

August 18-25

**Momoko + Tetsuya Otsu - An Exhibition of Hand-
made Ceramic Tableware**

Nakato Nakato



Momoko and wife ceramic artist duo Tetsuya and Momoko Otsu hand craft their ceramics in a shared pottery studio adjacent to their home in the Shigaite mountains. Their styles are different: Momoko creating vessels that have decorative surface textures while Tetsuya having a minimalist aesthetic. Although there are differences, these pieces are similarly functional for everyday use and

combine in perfect harmony at a table setting. On Aug. 18, the Otsu couple will be present at the opening reception of the ceramic exhibition, in which a specialty Shigaite menu will be served. On Aug. 20, there will be a talk & demonstration by Tetsuya Otsu.

Location: 2 E 9th St, 6th fl & 2nd Ave, New York, NY 10003

Tel: 212-239-9332 / www.sofamade.com

Performance

August 28

Taken Kigawa performs Olivier Messiaen's "Catalogue d'Oiseau"

Le Palatin Rouge

Continuing acclaimed pianist, Taken Kigawa will present a solo recital performing the Olivier Messiaen's monumental masterpiece "Catalogue d'Oiseau". The "Catalogue d'Oiseau" is a challenging piece of music because it consists of seven books with 77 bird songs that unfolds in a series of 13 movements, totaling at three hours of solo piano music. Taken Kigawa has earned international recognition as a recitalist, soloist and chamber music artist.

also winning first prize at the prestigious 1990 Japan Music Foundation Piano Competition in Tokyo. Last year at La Palatin Rouge, he performed Chopin's Prelude Op. 28, and Debussy's Prelude, Book 1 and 2, in their entirety from memory.

Location: 130 Wacker St, 2nd, Seibu & Thompson St

New York, NY 10027

Tel: 212-963-8671 / www.jp-roc.com

Film/Event/ Workshop

Spring through September 1

**Summer School for Toddlers to Elementary Schoolers
Friends Academy of Japanese Children's Society**
Friends Academy of Japanese Children's Society is offering a summer school program for children aged 3-12. 30 children are allowed in each age group (ages 3-6, 6-8, and 9-12). Camp hours are 9:30 am to 3:30 pm and the younger groups focus on Japanese traditional culture. The 3rd grade and older classes will be advanced academic learning of Japanese and will include music, sports, history and science. In addition, there is a parent/child class for children.



**Promoting "Washoku" at the Japan Pavilion in the Summer
Fancy Food Show 2017
Japan External Trade Organization (JETRO)**

Held at the Jacob K. Javits Convention Center from June 25-27, Summer Fancy Food Show is one of the largest food trade shows in the U.S., which attracts over 47,000 buyers from all over the world. Japan External Trade Organization (JETRO), participated in the event by setting up an extensive space, "Japan Pavilion", to promote Washoku (Japanese cuisine). This is the seventh exhibition for JETRO to bring high quality Japanese products, and this year 34 companies and brands introduced their signature products and new items. The food industry today is highly health oriented, and buyers who visited the pavilion learned more about healthy



Japanese food culture as well as tried samples including organic soy sauce and miso, gluten-free items, and vegetables and organic ingredients.

bit.ly/jetro-pavilion

don't 1-3 years ago until Aug. 10. School programs are being altered weekly and parent/child classes daily.



Japanese 20th Anniversary
New York, NY 10025
Tel: 212-633-8225 / www.japanesefest.com

August 3

Screening: *Princess of the Samurai: Kusunoki Masamoto and the Great Samurai of Japan*

Asia Society

PROD OF ANIME produced by Lucy Oatkinson and Sam Sellers, each with over 30 years of documentary filmmaking experience, tell the untold story of Kusunoki Masamoto and the Great Samurai of Japan. The film uncovers the crucial and yet untold, strategic role of the Great Samurai during World War II. The film also shows the soldiers even had the same daily life as modern-day soldiers while loyally serving their country. This extraordinary story, mostly untold, ultimately changed the course of U.S. history. Tickets can be purchased on the Asia Society International Film Festival 2017 website or at the Asia Society.

Location: 125 Park Ave., 3rd Floor, New York, NY 10021
Tel: 212-261-6400 / www.asia.org

August 10-12

Liberty City Anime Convention

Liberty City Anime Con is the largest anime convention in New York City and is run by fans and for fans. First held in 2015, LCAC has grown spectacularly every year and is

now the largest and best convention for anime fans in New York. In the span of these days, there will be over 100 panels, workshops, seminars, special guests and cosplayers all at one place. J-Pop bands ZUNE and The Anarchy are performing as well as local pop musicians: New Members, J-MUSIC Ensemble, J-POP, and Psycho Corporation. Some of special guests include voice actors from anime shows, Tokyo School of Cinema, and Japanese Anime writers from animation company, Funimation and vocal producer agency, Universal New York Music Group.

Location: New York Marriott Marquis
1221 Broadway (bet. 43rd & 44th St.), New York, NY 10020
www.libertycityanime.com

August 25

Special Collaborative Dinner: Sushi + Charcoal Grill Steak Omakase Course

Sushi + Charcoal / Sushi / Nikkawa



Waldenburg's Japanese charcoal grill restaurant, Sushi + Charcoal, and West Village's omakase multi restaurant, Sushi Nikkawa, are teaming up and will serve a truly unique course menu for one night only. Sushi + Charcoal's executive chef Tadashi Iizuka, formerly of Joel Robuchon Eto, and executive chef/owner, (Sushi Nikkawa) will create a 5-Course Omakase dinner (\$150) that includes Chef Nikkawa's signature rolling dish with the magical touch of Chef Iizuka and 5 sign-offs.

Location: Sushi + Charcoal
170 Grand St., (bet. Bedford Ave.) Brooklyn, NY 11249
Tel: 718-770-2047
www.sushicharcoal.com

August 27

Japanese Street Fair in East Village

Japan Fest



It is the 5th year since Japan Fest debuted in New York. On Sunday, Aug. 27 the 38th anniversary of Japan Fest street fair will be held in the East Village on 4th Avenue between 9th and 10th Streets. There will be over 30 booths offering specialties. There will also be a yakuza photo contest. Chopsticks NY will also have a booth distributing back issues. Info: www.japanfest.com

Happenings

Special Guest for a Set in Hawaii & Head Spa
GARDEN NEW YORK

Japanese hair salon in the West Village, GARDEN NEW YORK is sponsored by experienced hairstylists who always updated on the latest Japanese and New York hair fashion trends. Each stylist offers their clientele a unique, individualized hairstyle suitable for their lifestyle. This August, GARDEN NEW YORK is offering a 20% discount for a hair cut (\$20 and up) and a special head spa (\$50). The Special Head Spa includes cleansing shampoo and a scalp massage that helps and in relaxation and healing, taking 15 minutes. The promotion is only available for first time customers and on weekdays.

Location: 227 W. 11th St., (bet. Greenwich & Washington St.)
New York, NY 10014

Tel: 212-647-9300 / www.garden-ny.com

New BODY WILD Boxer Briefs were Uncovered at the New York Men's Day Event GUNZE International USA, Inc.



Gunze is a highly trusted underwear manufacturer in Japan, which has over 125 years of history. On July 10 at the New York Men's Day (NYMDS) Spring/Summer 2018 (Seagull Line Up) event sponsored by Agency FR, GUNZE displayed the latest new line of their BODY WILD collection, the first brand in Japan to pioneer boxer briefs and to bring high-fashion underwear for men. Combining high-



quality fabric and a distinctive level of comfort, BODY WILD upgrades boxer briefs into simple yet sophisticated underwear, new with a fashionable twist.

Info: www.gunze-usa.com

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